



Press release

23 November 2009

**Intelligent Health & Transport for London win 2009 Travelwise
Innovation Award**

The walk to school scheme – Step2Get – won first place in the ‘Travel Innovation of the Year’ category at the Travelwise Awards at a ceremony in Newcastle today (23 November 2009).

Created by the Smarter Travel Unit at Transport for London and Intelligent Health Ltd, Step2Get encourages children to walk to school by offering incentives.

School pupils are issued with personal cards which they swipe at touch points along a designated walking route. They receive a point for each walk and are rewarded with Topshop or Odeon cinema vouchers when they have reached a set target.

Intelligent Health uses Near Field Communication (NFC) technology to monitor the walking route. The ‘receivers’ which act as the swipe points are designed and manufactured by Intelligent Health.

The scheme can also be used to direct children along specific routes for safety reasons or to reduce overcrowding on local public transport services.

To view Step2Get, visit <https://www.step2get.co.uk>

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Notes to editors

For more information about the Awards visit: <http://www.acttravelwise.org/about-us/awards/AwardWinners2009>

For more information about Intelligent Health or Step2Get please call the Intelligent Health press office on 07786 388158.